Advertising by MTNL on TV

431. SHRI DHARAM PAL SABHARWAL: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether it is a fact that Mahanagar Telephone Nigam Ltd. (MTNL) have taken all the dominant private TV channels for Delhi and Mumbai viewership in their Media Plan 2007-08;

(b) if not, the prominent TV channels which have not been included in the Media Plan with reasons for not including them in the Media Plan;

(c) the criteria adopted by the MTNL for selecting TV channels for advertising; and

(d) whether viewership of each channel has been taken into account?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD) : (a) No, Sir. MTNL have taken limited number of private TV channels for Media Plan 2007-08.

(b) Some prominent channels which have not been included are Star Plus, Zee News and Star News etc.

(c) Selection of TV channels by MTNL is based on various factors, namely viewership pattern, target market, target audience based on variety of products needed to be marketed, cost of advertisement on each channel and availability of fund etc.

(d) Yes, Sir.

Mobile telephone licences

432. SHRI DHARAM PAL SABHARWAL: Will the Minister of COMMUNICATIONS
AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether it is a fact that Government have received serveral applications for mobile telephone licences in the country;

(b) if so, the names of the companies who have applied for such licences as on 1st October, 2007;

(c) the policy of Government with regard to grant of such licences to new

operators;

(d) whether some foreign companies have also applied for such licences; and

(e) if so, complete names and details of such companies?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD): (a) Government has received several applications for new Unified Access Services (USA) Licences for 22 service areas.

(b) Names of the commpanies who have applied for new USA Licence(s) as on 1st October, 2007 is given in the Statement *(See* below).

(c) The Government has decided to grant new USA Licences as per the existing policy.

(d) No, Sir.

(e) Does not arise in view of (d) above.